

Title: Digital Health in Brazil: Achievements and Challenges

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Abstract

This session will present and discuss aspects of the Brazilian Digital Health Strategy (ESD28). The strategy offers an inspiring Vision, an Action Plan, and a Monitoring and Evaluation Plan. ESD28 intends to align national initiatives and generate the accumulation of assets, knowledge, and experiences that lead to the desired transformation of Health.

Although Brazil and Denmark have immense geographical, population, and cultural disparities, they also have similarities and commonalities. This is true for Digital Health. The ongoing collaboration between Brazil and Denmark on Digital Health has proven very productive and highly regarded by those in Brazil who work in our field by exploring differences and commonalities.

This presentation does not represent any branch of government. It intends to highlight Brazil's most essential advances and challenges in Digital Health, discuss reasons for lagging in some areas, and describe actions that may overcome existing barriers.

Again, the differences between our countries are enormous, but some common vital aspects, such as those related to governance, are expected to resonate with you.

Note: The English version of ESD28 can be found here [strategy helth digital brazilian.pdf \(saude.gov.br\)](https://saude.gov.br/strategy_helth_digital_brazilian.pdf)

Bio

I am an Electronic Engineer, holding an MSc in Biomedical Engineering from COPPE, Brazil, and a Ph.D. in Biomedical Systems from Imperial College London, UK. I desired to pursue a service career with a deep academic focus to ensure quality. Additionally, my time at Imperial College London exposed me to a cosmopolitan culture, broadening my horizons.

Throughout my career, I've had the privilege of collaborating with healthcare providers and payers, both in the public and private sectors. This hands-on experience has given me valuable insights into health systems governance, management, and operation.

As a committed educator, I've had the opportunity to mentor twelve Ph.D. students and ten MSc students in Health Information Systems. I served as a volunteer accredited senior lecturer at prestigious institutions like the University of São Paulo and Unicamp, imparting knowledge and fostering the growth of future professionals in this field.

I've also had the privilege of sharing my expertise through courses in Medical Image Processing and Health Information Systems Strategic Planning. Additionally, I have delivered numerous lectures and plenary speeches on Digital Health Strategies in various parts of the world. My active involvement in technical and scientific societies has allowed me to embrace the value of collective learning and teamwork. I've held leadership positions, including chairing several Brazilian Associations and serving as the President of IMIA, the International Medical Informatics Association. I am honored to be an

IMIA Honorary Fellow and a founding member of IAHSI - the International Academy of Health Sciences Informatics.

Over the last decade, I have focused on developing and implementing National and Global Digital Health Strategies. As a consultant for PAHO, I played a pivotal role in crafting the eHealth Strategy for Brazil, a formal document within the Brazilian National Health System, published in 2017. From 2018 to 2020, as a Principal Director at Accenture Brazil, I served as a leading member of the consulting team at Hospital Alemão Oswaldo Cruz (HAOC), where we developed Brazil's National Digital Health Strategy for 2020 - 2028, released in 2021. In 2018, as a contractor for WHO, I drafted the initial version of the Global Digital Health Strategy, which underwent public consultation and revision and was ultimately presented to WHO for further action. The culmination of these efforts resulted in the publication of the Strategy in 2021.

I am the Academic Coordinator of the Technical Committee on Digital Health at RNP – the National Network of Education and Research.